

Greg Draddy, Inc., features culottes and skirts in Dacron/cotton, bull's eye pique and cotton prints to retail from \$18 to \$22. To coordinate with the skirts and culottes are striped, sleeveless cotton shirts with placket fronts and a nylon pique shirt. Also offered are alpaca cardigans and a velour, zipper-front jacket that can be worn as a convertible collar or turtleneck.

Duckster Sportswear, made by Nylon Fabricators, Inc., features a rainbow rainsuit with jacket and pants. It has nylon zippers in the legs and is waterproof with a vented back, flap-over pocket and one-piece construction. Duckster makes a complete line of nylon jackets including the *Bi-swing*, especially for golfers.

Edmont-Hill, represented by Great Lakes Golf Ball Company, offers a newly-designed display for golf gloves called the *Super Salesman*. It is supplied free when 2½ dozen of their *Super-Grip* vinyl palm golf gloves are purchased. The display is a walnut-grained printed box which covers less than one square foot of counter space. The retail value of the standard pack, which contains gloves in every color and size of the *Super-Grip* line, is \$105.

Edwards of California, represented by John Van Nortwick and Associates, offers men's wear.

Esquire Sportswear Mfg. Corp. represented by Ernie Sabayrac, will exhibit a complete slack line for both on and off the course. The line features the *Flair* and *Lido* models in double-knits of 100 per cent polyester with a choice of 13 solid colors in a waffle weave or stripes and geometrics retailing for \$32.50. Also offered are all-wool gabardines in 11 colors for \$38.50. Esquire offers a wide range of fabric blends which retail between \$22.50 and \$35. A jacket line is also featured.

Ethel of Beverly Hills, represented by John Van Nortwick and Associates, offers women's sweaters.

Etonic from the Charles A. Eaton Company features the *Tournament of Champion Shoe* in five styles for 1971. These include buckle shoes for ladies in red, white and blue to retail for \$25. Also offered is a line of men's flaired Dacron and doubleknit slacks in solids, plaids, stripes and geo-



metrics, a line of woven, flaired men's slacks and a line of ladies' culottes and wrap skirts in bright prints.

Fairfield-Noble Corp., represented by John Van Nortwick and Associates, offers women's shells and sportswear.

Fitzroy cotton knit shirts and knitwear are available from Corbie Mfg. Company.

Flip-It Hats and Caps, represented by Ernie Sabayrac, introduces an array of high-fashion models including safari and gaucho looks, large turned down brims, bucket shapes and rounded crowns. Retail prices range from \$6.50 to \$10. For those pros who want to test sell them, Flip-It offers a four dozen fashion assortment of eight styles in a variety of colors. Eight-dozen and 12-dozen assortments are also available.

Foot-Joy, by Brockton Footwear, Inc., adds several new golf shoes to its 1971 line. New is the *Rex Last* black shrunken calf shoe with a smooth calf saddle shield tip. It is leather-lined with a foam cushion innersole and a Perma-Spike plate sole. Suggested retail price \$47. Also new is the monk-strap shoe of white shrunken calf with a brown smooth calf monkstrap. Also available in tan grain calf and brown smooth calf or white washable shrunken calf and black smooth calf combinations. Among other additions are several models of crepe sole shoes for men and *LaCosta Last*, *Doral Last* and wing tip shoes for women.

The Foursome, Inc., introduces its square-toe monk strap shoe for men and boys in black and white, antique brown and all white. Retail prices

range from \$20 to \$25. These models augment the regular line of blucher models with kilties.

Gean-Edwards, represented by John Van Nortwick and Associates, offers hosiery.

Global Golf Products, Ltd., offers *Global Golf Shoes*, *Corbie Mfg. Company's* Arcan line of walking shorts and slacks and the *Fitzroy* knit golf shirts and socks.

Gold Crown Products offers headcovers in 19 combinations.

Golden International, Inc., offers two lines of golf gloves. The *Duragluv* is a full-fingered, English leather glove with a button back available in men's, ladies' and cadets' with a ball marker. The *Dura Grip* has a wide band of Velcro across the back to tighten the glove. Both styles can be personalized with the club emblem.

The Golf Mart, Inc., distributes *Munsingwear* sportswear, *Sun Sports* golf headwear, *E.T. Wright* shoes, *Hodgeman* rainwear, *Penfold* golf balls, *Matzie* putters, *Tom Hill Company* putters, *Edmont-Hill* golf gloves, *Wigwam & Swanklet* golf hosiery, *Westchester* golf bags, *Golf Pride* grips and *Krystal Kraft* club re-finishing equipment.

Golf Pride, represented by the Golf Mart, makes a line of golf grips.

Golf & Sport Headwear Company, features a one-dozen assortment of women's hats in a variety of fabrics and straws and a wide range of colors. (retail price \$5). For men the baseball-style cap in linen, poplin and nylon mesh with adjustable closure at back is offered for \$3.50. Also offered is the bucket hat for \$4.50.

The Hadley Corp. features *Easy Care* Dacron and cotton seersucker skirts, culottes, dresses, slacks and suits and *Easy Care Arnel* sharkskin skirts, slacks and dresses. Also shown will be a line of men's shirts.

Harlemark International, Inc., offers a line of golf shirts, underwear and hosiery. New this year is a support hose style in red, navy, light blue, yellow or white, one-size-fits-all. Also offered are *Dridocs* golf socks, all-sports hose and women's peds.

(Continued on page 82)



GOLFWEAR CONTINUED

Haymaker, represented by Ernie Sabayrac, features women's Dacron doubleknit shirts and co-ordinated bottoms (skirts, culottes and slacks). Retail prices on the shirts range from \$8 to \$15 and from \$14 to \$25 on the bottoms. Haymaker will introduce a line of women's Dacron/cotton knit shirts accented with appliqué work and embroidery. Retail price about \$15.

Imperial Caps, Inc., features men's bucket shape golf hats in a variety of fabrics and colors including a water repellent model in oxford nylon. Also featured are several new wide brim cloth hats and an economy line of men's caps. For the ladies, new shapes in prints, solids and pastels will be shown. Both men's and ladies' feature increased use of nylon mesh.

International Golf Accessories, Inc., distributors of *Allen Solly* leisure wear, offers a luxury lisle shirt in a vertical stripe with a half sleeve and four-inch pointed collar balanced by a cross-over placket. Also offered is a wide vertical stripe or floral monotone print half sleeved shirt with a four-inch knitted collar balanced by a nine-inch, four-button placket. In addition, International offers the *Gripper* golf glove with a wide Velcro patch stitched on to the glove to enable palm adjustment.

Izod, represented by Ernie Sabayrac, features men's Dacron doubleknit co-ordinated washable shirts and slacks. The slack line includes checks, plaids, stripes and solids. Retail prices on the shirts range from \$10 to \$20 and the slacks from \$32.50 to \$37.

Izod also offers the *LaCoste* orlon sweater, about \$20 and the *LaCoste* line of pant suits which includes tunic tops and slacks. Classic *LaCoste* dresses will also be offered at from \$33 to \$36.

Jantzen, Inc., introduces a line of completely coordinated doubleknit sportswear under the *Jantzen Open* label. The line includes dresses, culottes, shorts, slacks, skirts, blouses and sweaters. Jantzen also makes a men's wear line called the *Dave Marr*

Golf Collection, which includes an array of patterned 100 per cent Dacron shirts with a variety of long-pointed collars which coordinate with the company's *Three-Under* sweaters and doubleknit slack line.

Jaymar-Ruby, Inc., represented by Jack Carnahan, Inc., features men's slacks with wider waistbands and flare bottoms in fashionable patterns and color combinations with front buckles. In addition, their *Cary Middlecoff* line introduces an *18-Hours of Fashion* model featuring slacks for \$18.

Johnston & Murphy Shoe Company, represented by Jack Carnahan, features the *LaGorce* golf shoe line available in all-black smooth calf skin, antique brown smooth calf skin and white roto grain calf skin. They retail for \$52.50. Also offered is the *Tamarisk* shoe in all-white grain Corfam or English ivy grain calf with black mira Corfam tip kiltie saddle and backstay or white grain Corfam with black mira Corfam tip, kiltie saddle and backstay.

Knitcraft, represented by John Van Nortwick and Associates, has baby llama and alpaca sweaters.

The Kimberton Company features a line of men's and ladies' knit shirts of 100 per cent wash and wear, no-shrink perma-press cotton.

Kountry Klub Sportswear features its line of Alpaca sweaters which includes a men's two-ply imported cardigan with a continental styled front, a men's close-weave V-neck pullover and a ladies imported five-button cardigan in six colors. Also included are men's open-sleeve cotton and Dacron shirts in a variety of styles, suede front sweaters and a line of outdoor wear.

Kunik Kasuals features a ladies' bonded knit, vertically striped, A-line golf dress with a long collar and seven-button placket. Also offered are jamaica shorts with an elastic waist and back pocket.

Annie Laurie Originals has five new styles of women's hats ranging from a narrow to a wide turned up brim, a rain hat of treated straw for \$6 and Panama hats. In addition, a complete line of handbags in willow reed, straw or woven wooden strips is

offered. Hand painted bags and leather belts are also available.

Lefcourt Imports, Inc., offers a line of ladies' Italian golf hats of hand crocheted straw. They are available in a variety of colors and retail for \$5 and \$6.

Leon Levin Sons, represented by Donald M. Temple, makes a line of women's sportswear.

Lemmer-Mayer Company, Inc., has a line of imported Austrian knits which features the Prima Alpaca cardigan and pullover in over 100 shades and the Merino wool sweater with a collar that can be buttoned for a turtleneck effect. Lemmer-Mayer also features Hill Star Corp.'s line of *Mailcott* knitwear imported from France including the Tricot pullovers, Wagner imported German knitwear and Lyle & Scott's Scottish cashmere, shetland and lambswool pullovers and cardigans.

E.J. Manley Company offers the *Forum* men's sportswear line of co-ordinated pants, cotton stripe, solid shirts and cardigans as well as a line of men's golf shirts made of nylon, Dacron/polyester and Dacron/polyester/cotton blend. E.J. Manley also represents *Texace Corp.*, *Buccaneer Mfg. Company*, *Dexter Shoe Company*, *Gold Crest*, *Ajac Corp.*, *Quantum* and *Saddlemans Inc.*

Munsingwear, Inc., represented by Golf Mart, Inc., Great Lakes Golf Ball Company and E.J. Smith, shows a line of Dacron/cotton *Grand Slam* golf shirts. The newest model has a long pointed, tailored collar with a six button placket, both with contrasting trim. Available in 14 colors, it retails for \$9. Also offered is a 100 per cent Dacron polyester in honeycomb knit in three models, knit slacks with flair and conventional legs, golf jackets, wind shirts and a nylon taffeta golf suit.

Needlecraft of Woonsocket, Inc., makes a line of ladies' and men's jackets and raincoats for golfers called the *Turfer*.

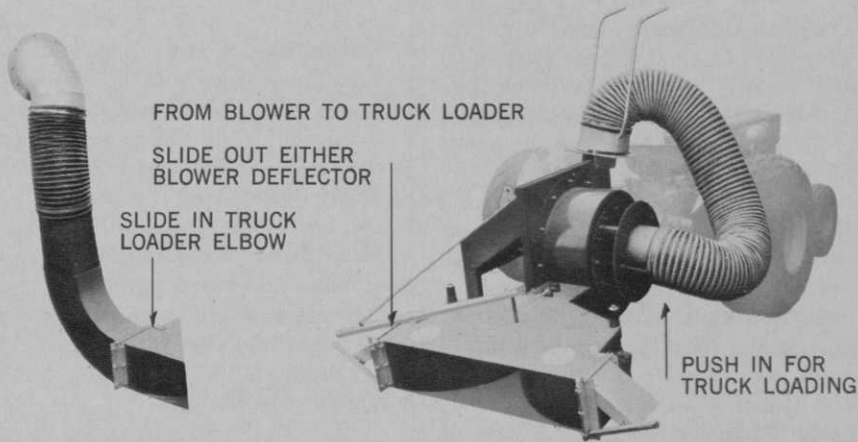
Palm Beach Company will sell their entire coat and pant line directly to the pro this year. They feature co-ordinated doubleknit pants in stripes, solids and geometrics for \$22 with

(Continued on page 84)

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GIANT-VAC universal P.T.O. unit converts to
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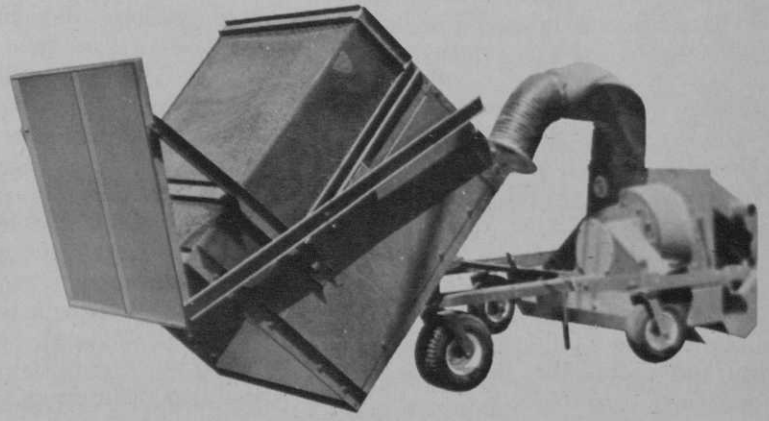
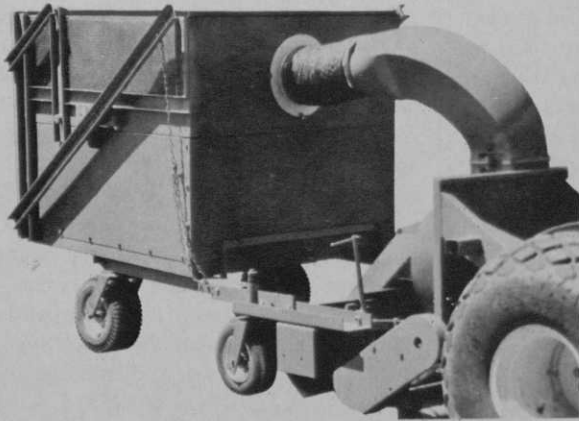
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GOLFWEAR CONTINUED

sportcoats for \$65. In addition the Austin-Hill Div. has available pants with a slight flare, and the recently acquired G.S. Harvale Company has custom-woven club emblem ties and jewelry.

Gino Paoli features women's golfwear in machine washable, crease resistant, color fast polyesters. The Paoli line includes placket collar, vertical rib tops (\$10) shown with print and plaid golf skirts and culottes (\$20 to \$25). New this year is a line of doubleknit polyester men's golf slacks in beltless and wide belt, medium flare models (\$27.50). Also offered are imported, hand washable cotton tops (\$14 to \$22.50).

Parker of Vienna, represented by Ernie Sabayrac, offers the Parker collection of Alpaca sweaters now being made in wool and Alpaca blends to reduce the retail price to \$30 and \$40. In addition, a new line of ribbed knit sweaters and the *Cezar* line of flat knits made by Saint Joseph will be offered.

Parker Glove Company offers a complete line of gloves for 1971. The line features the *Gripper*, made of glutaraldehyde, a new tanning chemical that prevents leather deterioration; the *Unshrinkable* which retains shape in spite of perspiration, the *Wedge* with a Velero adapter for palm adjustment and a full length back opening and several other gloves in a variety of styles and colors.

Par-Mate (Jack D. Levine, Inc.) features gloves in a variety of colors and styles with club emblems available. In addition, a line of men's and women's socks and a wide variety of umbrellas are available.

Pegie by the Sea Originals offers ladies' golfing fashions including a variety of pantsuits, separate pants and tops, culottes and a complete line of golfing totes and handbags.

Penfold Golf Balls, Inc., has imported golves that are made of selected Abyssinian skins and are pre-stretched to ensure perfect fit.

Morton Knit Protective Golfwear jackets, trousers and shirts are made of Sudanese cotton which is water repellent and windproof.

Pringle of Scotland, distributed by Acushnet, offers sweaters for men in cashmere, wool and lambswool, cardigans, V-neck pullovers, turtlenecks and sport shirts, as well as cotton shirts in a new range of colors.

Pro-Shu Company, Inc., features a wide variety of shoes for both men and women in stock for immediate delivery. The line features popularly priced, guaranteed waterproof shoes and Aztran stylized shoes.

Proette/Marilyn Togs marks its entry into the pro shop market with a line of women's golf apparel, which includes culotte shifts (\$22) and culotte skirts (\$16) with coordinated shells.

Lilly Pulitzer features a line of men's slacks in doubleknits, Kodel and cotton, polyester and Avril. They are available in solids and Lilly prints. Also offered are shirts with a four-button placket, long collar and sleeves to the bend in the arm. Printed sport coats and swim trunks, and the women's line of shirts and skirts will also be shown.

Puritan Sportswear features a new approach in short-sleeve Banlon shirts, new tailored collar with five button tailored placket and pocket, as well as Dacron and cotton knits. Puritan will also show the Gary Player line of knit shirts, tailored collars and sleeves and bottoms in jacquards and stripings and solids.

Quantum Company, Inc., offers four new women's sportswear lines and its printed polyester knit culottes and pant suits—all in vibrant colors. For the professional who wants to broaden his merchandise, Quantum offers a line of tennis apparel.

Grant Robbins Company represents *Leonardo Strassi, Ltd.*, line of menswear, *Pat Premo* ladies' wear, *Slack Fashions* for men, *Tal Tane Mfg. Company* rainwear, *Thorlo, Inc.*, socks and peds, *Weinbrenner Shoe Corp.* and *Greg Draddy, Inc.*, ladies' wear.

Billie Ross of the Palm Beaches makes a complete line of golf bags,

hats and accessories. Included are zodiac sign embroidered bags, straw embroidered, hand painted and velvet covered bags in all shapes.

Ernie Sabayrac represents *Braemar Knitwear, Ltd.*, *Coberknit*, *Esquire Sportswear*, *Flip-It*, *Varela Slacks*, *Foot-Joy*, *Royce Hosiery*, *Parker of Vienna*, *Stanley Blacker*, *Izod*, *Haymaker*, *Ben Hogan Company* and his own *Golf, Inc.*

Saddleman's, Inc., makes the *Sahara* line of men's slacks, sport coats and blazers. Featured are *Cactus Cord* doubleknit slacks with a half-belt, a doubleknit blazer and a hand-made Italian tie.

Mort Silver Associates offers a line of men's and ladies' ribbed knit cardigans. The men's sweaters are available in seven colors; the ladies' are available in white, yellow, navy, beige or powder blue.

Slack Fashions, represented by Grant Robbins Company, Inc., has men's slacks.

David Smith offers a complete line of golfwear for the total golf look. The line includes culottes for from \$20 to \$24, pants for \$22, skirts for \$26 and jackets with coordinated pants for \$70. The fabrics offered are Fortrel and cotton and 100 per cent Trevira knits. Also available are novelty culottes with polka dots and appliques for \$20 to \$24.

E.J. Smith & Sons Company offers sportswear by *Munsingwear*, bermudas and slacks from *Mr. Links*, men's and ladies' rainwear by *Hodgman*, men's and ladies' hats and emblems by *Cali-Fame*, golf rubbers and umbrellas, men's and ladies' socks, ladies peds, shoe keepers by *Rochester Shoe Tree Company, Inc.*, bags and retrievers, grips and shop supplies.

Softouch Company, makers of *Golf-sock* and *Golfped*, has a wide selection of socks and peds for men and ladies.

Sport-Fashions Div., H.D. Lee Company, has a line of doubleknit slacks available in two styles, the top-pocket continentals and the tack-flare slacks.

Star-Grip Glove Company makes golf gloves with a patented method of closure across the back of the hand.

This allows the wearer to take up the stretch in the leather as it occurs.

Leonardo Strassi, Ltd., represented by Grant Robbins Company, Inc., has imported and domestic mens' wear.

Stylist Shoe Company features an extensive line of monk strap golf shoes and injected molded shoes with Tungsten spikes. The Stylist line is totally Corfam and priced from \$35 to \$49.

Stylo Matchmakers International, Inc., makes a line of men's and women's golf shoes which includes injection molded guaranteed waterproof models in black or black and white for men and in navy for women. The Stylo line offers a wide variety of styles in prices ranging from \$17.95 to \$36.95 retail for men, and \$16.95 to \$24.95 retail for women.

Sweet Swinger, Inc., offers skirts, culottes, bermudas, blouses, sweaters, polyester and cotton tops, shifts and pantshifts.

Swellwear, Inc., represented by John Van Nortwick, makes rainwear.

Tal Tane Mfg. Company, represented by Grant Robbins Company, Inc., has rainwear, umbrellas and jackets.

Tambour, Inc., from John Van Nortwick and Associates, offers ladies' wind and rain hats.

Donald M. Temple represents *Leon Levin Sons, Paxton Sportswear, Herman Phillips, Ltd.*, and *Lynn James sweaters*.

Texace Corp. features men's golf caps of *Galey & Lord's* two-ply polyester/cotton poplin with Scotchgard finish. Caps have an unbreakable visor, DuPont Reemay front and side panels and NoSwett sweatbands. Texace offers bucket hats in the same fabric with woven eyelets, multi-stripe ribbon bands and pliable brims. The company also will display its complete line of women's golf headwear.

Thomson Trousers, represented by Greg Draddy, features Complex doubleknits in a range of colors (from \$25 to \$35 retail), warped knits in stripes and prints (retail price \$20 to

\$25) and woven texturized polyester slacks in solids and patterns \$20 to \$25). Among the styling features are Western pockets, extension waistbands and flare or conventional legs.

Thorlo, Inc., represented by Grant Robbins Company, Inc., has socks and peds.

Town Talk Mfg. Company introduces its Dacron and rayon stretch knit caps for men in a choice of four colors with large peak and adjustable back closure in wide or narrow stripes. The cap retails for \$3.25 with a club emblem or \$3 without. Town Talk also makes a wide variety of headwear for both men and women.

John Van Nortwick and Associates, represent *A & B Glove Company, Better Made Headwear Div.* of Stetson Hats, *Everitt Knitting Company's* headwear, *Gyro Club Corp.* putters, *Knitcraft* baby llama and alpaca sweaters, *Swell-Wear, Inc.*, rainwear, *Well-Made Pants* for men, *Da-Rue of California* ladies' sportswear, *Gean-Edwards* hosiery, *Ethel of Beverly Hills* women's sweaters, *Edwards of California* mens' wear, *Fairfield-Noble Zio* and *Brookvalley Divisions* women's shells and sportswear and his own *Tambour, Inc.*, ladies' wind and rain hats.

Varela Slacks, Inc., represented by Ernie Sabayrac, features pure wool doubleknit sport coats and slacks. Slacks are available in a jacquard or plain weave.

In addition, doubleknit slacks in wool or a wool polyester blend are offered. Featured are rainbow stripe slacks in a blend of silk and wool. Varela also offers the *Wilshire* model slack with a wide waist band and side buckle.

The Voyager offers ladies' tops, slacks, three styles of culottes, dresses and dresses with shorts and pantsuits. Three polyester groups are featured in mini-checks, multi-stripes and solids.

Weinbrenner Shoe Corp., represented by Grant Robbins Company, features *Mulligans* and *Lady Mulligans* shoes and a simulated reptile shoe with cushion collar padding around the top line.

Well-Made Pants, represented by John Van Nortwick and Associates, offers slacks for men.

E.T. Wright, represented by Great Lakes Ball Company, has golf shoes.

Accessories

Allsop Automatic, Inc., offers the *Shoe-In Valet* and *Shoe-In Traveler* which flatten the sole, straighten the upper, allow proper drying and prevent mildew, rotting and cracking.

Brandell Products Corp. offers the *Swing Trainer* which clicks to indicate point of contact. Brandell has electric putting cups, club cleaning kits and ball market kits.

Eastern Golf Company offers golf ball pickers, tee-off mats, wooden and rubber tees, ball dispensers and washers, practice changes, scorekeepers, flags, spikes and cup setters.

Fable of Florida, Inc., introduces *Fealit* sportsman's hand conditioner, a money clip enameled with the club emblem and a tie tac also with the club emblem. Also in the Fable line are club emblem key chains and car badges enameled on brass.

Gold Crest, Ltd., offers crests for sweaters and caps, crested jewelry and blazers, enamel badges, crested glassware, framed trophy crests and desk name plaques. In addition a line of displays are offered which include a shield, a crown, a knight and an armour display.

Kristal Kraft makes *Club Kit* refinishing kit for woods which includes *Mira-Spray* in walnut, mahogany, Wilson red and black stains. The company also handles *Minute-Man Epoxy* for woods repair, *Pro-Shaft Sealer*, *Mira-Dip* and *Mira-Strip* finish remover.

Edwin W. Lane Company makes *Creative Awards*, a line of golfing prizes and awards.

Miller Golf Company features their *Custom Deluxe* golf bag tags with DYMO embossed taper personalization. They come in round, shield or rectangular shapes. Also offered are the *Club Crest Coasters*.

Reliable of Milwaukee introduces two new styles in its line of *Club Sox* acrylic knit headcovers. First is the *Country Club Sox* detailed with golf Roman numerals and available in
(Continued on page 86)



ACCESSORIES CONTINUED

eight colors. Also new is the *Americana Club Sox* in red, white and blue. Reliable features a variety of headcovers in a wide range of colors.

Scott Mfg. Company features a line of golf bag covers of canvas duck which are mildew and water repellent. They are available in 10 colors and can be personalized with a silk-screened club emblem. Scott also offers practice range bags, par shot flags and shoe bags.

Sports Novelties offers a line of personalized novelties of all kinds. Included in the line are *Golf Ball Marker Key Chains* and golf jewelry.

Dick Watson offers a line of personalized golf gifts which features the *Ball Combo*, a combination tee, ball and caddie marker. Also offered is a full line of personalized pencils.

Other

Atlantic Golf Equipment Company makes a line of pro shop supplies, range equipment and ball pickers.

Datono Products Div., Dayton Stencil Works, will feature the *Datono Regal* plastic golf bag tags which come in a variety of sizes, shapes and colors and can be individually tailored to each pro's requirements. In addition, Datono offers golf signs and tee markers.

DeVac, Inc., offers the *Assistant Pro* teaching device for both class and individual instruction.

Display Creations introduces its *Chromodular* equipment, a modular system of 3/8-inch square tubing in polished chrome for creation of display cubes, stands and complete shelving arrangements. All components are fitted without tools or screws. All units are available in a large variety of sizes and shapes.

Golf Specialties offers a complete line of merchandise and supplies for the pro shop. Included in the line are

club tabs, club cleaners and name tags.

Hornung's Pro Golf Sales, Inc., introduces their wood and iron cleaning machine, the *Combination Club Cleaner*. It features a nylon rotary brush and stationary back-up brush, a stainless steel shaft which will not rust and an aluminum tank and cover. A heating element for the water is extra.

National Golf Foundation

Sports Computer Corp. features the *Golf Handy-Capper* which computes a handicap after each round in 10 seconds. In addition, it will correct for different course ratings and keep a permanent record.

Teleos Industries Corp. offers the *Galaxy T10* golf cage, featuring a thermo-sized netting which retains its shape and character. Also offered is the *Fairway Swinger*, an indoor-outdoor golf practice mat.

Wittek Golf Range Supply Company, Inc., offers equipment and supplies for clubs, country clubs and pro shops. □

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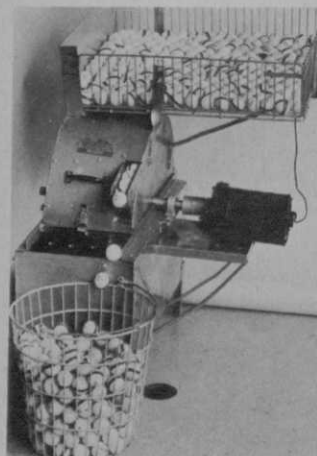
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A PRO VIEW OF PALM BEACH

This posh resort offers a variety of places to eat and things to do. But count pennies, prices can be astronomical

By Dick Miller Associate Editor, GOLF Magazine

Any veteran of the Professional Golfers' Assn. Merchandise Show will tell you that it's four days of work and beneath the facade of an annual social reunion of back-slapping, hand-shaking and drinking, buying merchandise four days this year from January 23d to the 26th will be as strenuous as four days of tournament golf.

Unless you're mixing this business trip with vacation, you won't have a lot of spare time—just late afternoons and evenings. This time shouldn't be wasted searching out the restaurant you visited two years ago that had lean and tender roast beef and waitresses.

This article is geared to save you time and aggravation.

You're going to Florida in the midst of "in-season." Expect prices to be high and bars and restaurants overcrowded. A 15 per cent tipping policy is expected. Also, Florida has a 4 per cent state tax.

If possible, keep a daily diary of your expenses; obtain receipts or use credit cards. This is a business trip. If you club isn't picking up the tab, it's all tax deductible. Don't forget when entertaining a business associate that his wife also is a business expense.

Since it's height of the season, reservations should be made for dinner, especially in Palm Beach. This affluent playground swells to about 40,000 people during "in-season."

O'Hara's is one of the better restaurants in Palm Beach. Just a healthy brassie shot north of the Breakers Hotel on South Country Road, O'Hara's exudes a New Yorkish atmosphere. The cuisine is excellent and the service good. Two bars and a small dance floor occupy the north end of the building. The clientele of the bars is evenly mixed between singles and marrieds.

For excellent French and Italian cuisine it's **Petite Marmite Restaurant** on Worth Avenue. The restaurant is posh and expensive, but well worth it. It's one of the "with it" spots for the Palm Beach set.

Next to it is the **Taboo** bar. A smorgasbord is served every noon except Sunday. But it's after 10 p.m. that the bar begins to swing, with shiny-maned women wearing long dresses with slipper sandals and men in blue or red blazers sporting slacks and loafers without socks. To be considered Palm Beach *de rigueur*, wear the same.

If you like great spaghetti, it's **Testa's Restaurant** on Royal Poinciana Way. For dessert—not to be missed—try their fresh strawberry pie.

Coat and tie is recommended at most restaurants for dinner.

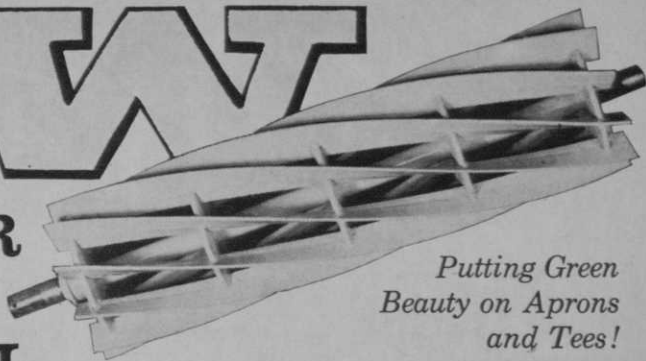
Late night action in Palm Beach at most restaurants moves to the wee hours at the Taboo Bar, O'Hara's and across the street at **Trude Heller's**, a small discotheque where the midnight swingers connect with the electric sounds of folk rock music.

As every pro knows, who owns a pair of alligator shoes, Palm Beach's chic **Worth Avenue** is Florida's Fifth Avenue. There's **Saks**, **Bonwit Tellers**, **Elizabeth Arden** and **Van Cleef and Arpels**, just to mention a few stores shadowed by the Royal Palms. Tucked away, just a flip wedge shot off the main shopping drag, are flowered-strewn mews with charming pubs and boutiques, **Lilly Pulitzer** among them. (It's where to

(Continued on page 90)

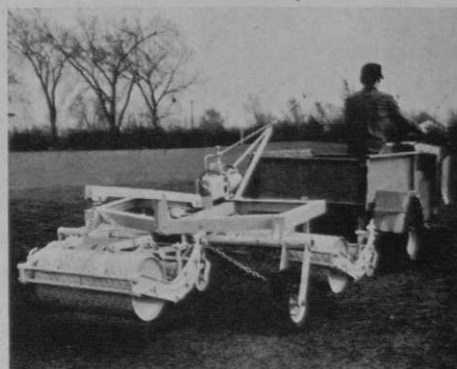
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Palm Beach

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send your wife shopping, providing you've just won a \$100 Nassau.)

The 87 store stopping mall in West Palm Beach just off I-95 is less expensive than Worth Avenue. In fact, West Palm is consistently less expensive. It's a year-round sprawling community and isn't geared to those who talk like they have money in their mouths.

Three restaurants are within a 15 minute drive from Palm Beach Gardens. **Frederic's Steakhouse** on North Dixie Highway, West Palm; **The Flame**, Yacht Club Drive, North Palm, and the **New England Oyster House**, U.S. 1, North Palm. At the latter a buffet is served every noon. At all, reservations for dinner are a must.

Night life in West Palm varies from a jigger-full of swinging bars to jai alai and the dog track. The track is adjacent to the West Palm Beach Airport at Belvedere Road and Congress Avenue. Opens nightly at 8, Saturday matinee 1:30; closed Sunday, admission \$.50 to \$1, parimutual betting.

The **Jai Alai Fronton** is on West 45th Street. Opens nightly at 7:30. Saturday matinee 1 p.m., closed Sunday; also parimutual betting.

In West Palm the bars don't begin to swing until after 10 p.m. **The Kandy Bar**, downtown West Palm on South Narcissus Avenue, is one of the best. When strippers aren't dancing on the bar, there's a nudie light show flashing behind the bar. Warning: Proceed at your own risk if approached by a young damsel who wants you to buy her a champagne cocktail.

About 20 minutes south of West Palm on South Dixie Highway is the **He & She Scene** discotheque. It caters to the young set. If you're over 30, it'll make you feel a decade older. It's a boy meets girl bar via the vibrations of acid rock. Disconnected sounds blare until the wee hours and are enough to put a kink in the rhythmic swing of Samuel Jackson Snead.

Another recent entrant to the night-life scene is **Mr. Tee's** on Coconut Row, not far from the posh Royal Poinciana Shopping Plaza. The door reads "Members Only," but don't let that stop you—no one is likely to ask questions. It's a good spot for a night cap after an evening of theater at the Royal Poinciana Playhouse. □

